

Schupan Employees "Walking Together" for Good Health

Initiative in Brief

As part of the Schupan Health Awareness Program for Employees (SHAPE), employees benefit from initiatives such as a smoke-free facilities policy, free fruit in the break room, a health newsletter, and reimbursements for gym memberships or exercise equipment. Schupan & Sons, Inc. also has a seasonal walking program for employees. The original idea came from a community-wide program that featured a walk with the Portage and Kalamazoo mayors.

Now, payroll staffers announce the annual Schupan program called "Walking Together" which has a slogan that carries the true spirit and vision of prevention: "Walking Today for a Healthier Tomorrow." The program runs for six weeks. Teams of five are furnished with pedometers, and steps are converted to distance as teams strive to "walk" 1,500 miles. Two weeks into the program, each team member is given a T-shirt with the company logo and program slogan along with water bottles. Foot soap, luggage tags, and lanyards have also been used to reward participants and add an element of intrigue throughout the 6-week program. Once the team has reached their "destination" in the form of steps, they receive a packet with interesting information about their destination including materials that could be used if the team were to actually travel there.

The first two years of the program were deemed a success with 50 percent of employees from all sites company-wide participating in year one, and a modest increase in year two. Schupan reported a raised consciousness of the importance of walking and a greater feeling of family within the company as people were offered a chance to get to know one another better through their walking teams.

Benefits

Noted benefits of the program are:

- Improved morale
- Greater team work on the job
- Awareness of how walking can be a beneficial type of exercise that has little to no investment required.

Tracking Map for Teams



"We wanted to help improve the quality of life for our employees..... Through S.H.A.P.E., we engage our employees in healthy activities and provide them with the information and opportunities to make better choices for a longer, healthier life."

Marc Schupan, CEO

Challenges

- Finding a program that could involve employees at all sites throughout the company.
- Maintaining employee interest in the program, requiring constant creativity.
- Finding dependable pedometers and ways to keep them in place to prevent loss and damage from year to year.

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Cost: \$15 per person per year

Risk Factor: Physical Inactivity

Impact/Reach: 50% of FTE employees

Business/Sector: Commodities / Sales